

# Facts:



Health Promotion Unit  
Tobacco Use Prevention Program  
1-866-726-9926 (toll free)

## Concerning Cigars

### Causes — & — Effects

■ Cigar sales and revenue from 1996-1997 show a dramatic increase: conventional advertising increased by 51 percent, magazine advertising by 49 percent, and newspaper advertising by 254 percent.<sup>1</sup>

■ Cigar use began to increase in the United States after promotional activities for cigars increased beginning in 1992.<sup>2</sup>

■ Promotional activities for cigars have increased the visibility of cigar consumption, normalized cigar use, and broken down barriers to cigar use.<sup>3</sup>

■ Sex and celebrities are regular tools in cigar marketing.<sup>4</sup>

■ The amount of nicotine is generally higher in cigars than in cigarettes due to the higher pH of cigar smoke.<sup>9</sup>

■ The nicotine from cigar smoke is readily absorbed in the mouth and nasal membranes, which may explain why cigar smokers are less likely to inhale than cigarette smokers.<sup>10</sup>

■ Between 1992 and 1998, adolescent readers of women's magazines were increasingly exposed to images of cigars.<sup>13</sup>

■ Despite the health effects associated with cigar smoking, cigar consumption in the U.S. was approximately 5.3 billion in 1998.<sup>16</sup>

■ Once primarily an activity among older men, cigar smoking is now an activity of both male and female teenagers.<sup>17</sup>

■ Cigar smoke contains the same toxic and carcinogenic compounds identified in cigarette smoke.<sup>5</sup>

■ Regular cigar smoking causes cancer of the lung, oral cavity, larynx, esophagus, and probably cancer of the pancreas.<sup>6</sup>

■ Heavy cigar smokers, and those who inhale deeply are at increased risk for coronary heart disease and can develop chronic obstructive pulmonary disease (COPD).<sup>7</sup>

■ Former cigarette smokers who currently smoke cigars are more likely to inhale deeply than cigar smokers who have never smoked cigarettes.<sup>8</sup>

■ Secondhand smoke from cigars is more dangerous than pipe and cigarette smoke.<sup>11</sup>

■ In 1997 one-third of high school (9 – 12 grade) males nationwide reported smoking cigars.<sup>12</sup>

■ In 2003, 40.1% of high school and 18.6% of middle school had tried smoking cigars, cigarillos, or little cigars, even if only one or two puffs. And, 6.2% of high school and 2.1% of middle school African American students smoked cigars, cigarillos, or little cigars on 1 or 2 of the past 30 days.<sup>14</sup>

■ Cigar and pipe smoking may have similar adverse effects on periodontal health and tooth loss as cigarette smoking.<sup>15</sup>

■ Regular cigar smoking can cause cancers of the mouth and throat, even if you do not inhale.<sup>18</sup>

*(continued, next pg.)*

## References:

<sup>1</sup>Federal Trade Commission, Report to Congress: Cigar Sales and Advertising and Promotional Expenditures for Calendar Years 1996-1997.

<sup>2</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>3</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>4</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>5</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>6</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>7</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars –

Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>8</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>9</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>10</sup>U.S. Department of Health and Human Services. Monograph 9: Cigars – Health Effects and Trends 1998; NIH Publication No. 98-4302:217

<sup>11</sup>Widden P. The risk of side stream smoke from pipes. Journal of the American Medical Association 1993; 269(2):212-3

<sup>12</sup>Centers for Disease Control and Prevention. Selected Cigarette Smoking Initiation and Quitting Behaviors Among High School Students – United States, 1997. Morbidity and Mortality Weekly Report 1998; 47(19):386-9.

<sup>13</sup>Feit MN. Exposure of adolescent girls

to cigar images in women's magazines. American Journal of Public Health 2001; 91(2):286-8.

<sup>14</sup>Missouri Department of Health and Senior Services, Bureau of Health Promotion. Report from the 2003 Missouri Youth Tobacco Survey. June 2003.

<sup>15</sup>Albandar JM, Streckfus CF, Adesanya MR, Winn DM. Cigar, pipe, and cigarette smoking as risk factors for periodontal disease and tooth loss. J Periodontal 2000; 71(12):1874-81.

<sup>16</sup>United States Department of Agriculture. Division of Commodity Economics. Tobacco Situation and Outlook Report 1999, TBS-243.

<sup>17</sup>Giovino GA, Schooley MW, Zhu B P, et al. Surveillance for selected tobacco-use behaviors – United States, 1900 – 1994. Morbidity and Mortality Weekly Report 1994;43(SS-3).

<sup>18</sup>Federal Trade Commission. Report to Congress: Cigar Sales and Advertising and Promotional Expenditures for Calendar Years 1996-1997.

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